

Rep Order# 6837358	Ver# 3	Status Revised	Traffic Order# 194874	Printed: 08/02/2012 11:08 AM	1 of 2
EC'd Yes				Last Received: 08/02/2012 10:56 AM	
				Showing Buylines: All Rep Revised Lines	

Station KASA-TV ALBUQUERQUE, NM.	Agency () GREAT AMERICAN MEDIA	Rep Firm
Advertiser () DSCC IE	3050 K ST NW	Sales Office () PHILADELPHIA
Product DSCC IE	WASHINGTON, DC 20007	Salesperson () AMY MCCREARY
Estimate# 1530	Agency C/P1/P2/E 49/53/1530	
Buyer Dan Nagelberg	Flight Dates 07/31/2012 - 08/06/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

--- CONTRACT COMMENT ---
SC= *

--- REMARKS ---
REV TO CNX SPOTS TO COVER TAX
ATTN ALL LINES
ATTN NEW TTL
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*2	-----	WENDY WILLIAMS SHOW	07/31-08/06	1	\$150.00	:30	6	TU-F,M	7A-8A	6	\$25.00
		Sales Remark: V3 CNX 2X									
		V3 Comment Changed, Spots/week Changed									
*6		UFC	08/04-08/04	1	\$400.00	:30	1	SA	7P-8P	1	\$400.00
		Sales Remark: V3 PC									
		V3 Program Name Change, Comment Changed									
*7		MLB: WEEKEND	08/04-08/04	0	\$0.00	:30	0	SA	5P-8P	0	\$200.00
		Sales Remark: V3 CNX SPOTS									
		V3 Comment Changed, Spots/week Changed									

---REPORT TOTALS---
Report Totals: 7 / \$550.00

---SALES MONTHLY TOTALS---
Aug 12: 18 / \$6,295.00

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1530
Buyer Dan Nagelberg
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1530
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Sales Totals: 18 / \$6,295.00
Station Totals: 18 / \$6,295.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$44,964

CABL 0%	KASA 14%	KASY 0%	KLUZ 0%	KOAT 11%
KOB 29%	KRQE 46%	KWBQ 0%		

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES

Books JUL12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE

Rep Order# 6837358
EC'd Yes

Ver# 1
Status New

Traffic Order#
Printed: 07/27/2012 2:00 PM
Last Received: 07/27/2012 1:48 PM
Showing Buylines: All Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1530
Buyer Dan Nagelberg
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, S#800
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1530
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1	-----	THE PEOPLE'S COURT	07/31-08/06	1	\$600.00	:30	4	TU-F,M	1P-2P	4	\$150.00
2	-----	WENDY WILLIAMS SHOW	07/31-08/06	1	\$200.00	:30	8	TU-F,M	7A-8A	8	\$25.00
4	-----	NEWS 13 ON FOX 2	07/31-08/06	1	\$3,000.00	:30	3	TU-F,M	9P-930P	3	\$1,000.00
5	-----	NEWS 13 ON FOX 2	07/31-08/06	1	\$2,100.00	:30	3	TU-F,M	930P-10P	3	\$700.00
6	-----	COPS	08/04-08/04	1	\$400.00	:30	1	SA	7P-8P	1	\$400.00
7	-----	MLB: WEEKEND	08/04-08/04	1	\$400.00	:30	2	SA	5P-8P	2	\$200.00
8	-----	NM STYLE	07/31-08/06	1	\$45.00	:30	1	TU-F,M	8A-9A	1	\$45.00

---REPORT TOTALS---

Report Totals: 22 / \$6,745.00

---SALES MONTHLY TOTALS---

Aug 12: 22 / \$6,745.00
 Sales Totals: 22 / \$6,745.00
 Station Totals: 22 / \$6,745.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$48,179
 CABL 0% KASA 14% KASY 0% KLUZ 0% KOAT 11%
 KOB 29% KRQE 46% KWBQ 0%

Net = 5733.25
 fax = 401.33
 6134.58
~~6245.58~~

EC'd Yes Last Received: 07/27/2012 1:48 PM Showing Buylines: All Lines

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1530
Buyer Dan Nagelberg
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, S#800
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1530
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

---COMPETITIVE COMMENTS---
NEW ORDER
EST SHARES

Books JUL12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE

Spot Manager: All, 07/31/12-08/06/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/DSCC IE

Agency: Great American Media

Line: 1

Time Period: 1p-2p

194874	06837358	1530	08/01/12	:30	P2	1:54:21 PM	DSCC NM201201TH		\$150.00
194874	06837358	1530	08/06/12	:30	P2	1:23:05 PM	DSCC NM201201TH		\$150.00
194874	06837358	1530	08/02/12	:30	P2	1:15:59 PM	DSCC NM201201TH		\$150.00
194874	06837358	1530	07/31/12	:30	P2	1:35:24 PM	DSCC NM201201TH		\$150.00

\$600.00

Line: 2

Time Period: 7a-8a

194874	06837358	1530	08/06/12	:30	P3	7:40:32 AM	DSCC NM201201TH		\$25.00
194874	06837358	1530	07/31/12	:30	P3	7:28:34 AM	DSCC NM201201TH		\$25.00
194874	06837358	1530	08/02/12	:30	P3	7:25:13 AM	DSCC NM201201TH		\$25.00
194874	06837358	1530	08/02/12	:30	P3	7:41:40 AM	DSCC NM201201TH		\$25.00
194874	06837358	1530	07/31/12	:30	P3	7:53:03 AM	DSCC NM201201TH		\$25.00
194874	06837358	1530	08/03/12	:30	P3	7:34:33 AM	DSCC NM201201TH		\$25.00

\$150.00

Line: 3

Time Period: 9p-930p

194874	06837358	1530	08/01/12	:30	P3	9:27:48 PM	DSCC NM201201TH		\$1,000.00
194874	06837358	1530	08/06/12	:30	P3	9:20:41 PM	DSCC NM201201TH		\$1,000.00
194874	06837358	1530	08/02/12	:30	P3	9:30:10 PM	DSCC NM201201TH		\$1,000.00

\$3,000.00

Line: 4

Time Period: 930p-10p

194874	06837358	1530	08/01/12	:30	P4	9:58:59 PM	DSCC NM201201TH		\$700.00
194874	06837358	1530	07/31/12	:30	P4	9:52:12 PM	DSCC NM201201TH		\$700.00
194874	06837358	1530	08/06/12	:30	P4	9:52:08 PM	DSCC NM201201TH		\$700.00

\$2,100.00

Line: 5

Time Period: (6:00:00 PM-8:00:00 PM)

194874	06837358	1530	08/04/12	:30	P4	6:16:14 PM	DSCC NM201201TH		\$400.00
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\$400.00

Line: 7

Time Period: 8a-9a

194874	06837358	1530	08/06/12	:30	P3	8:48:41 AM	DSCC NM201201TH		\$45.00
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\$45.00

\$6,295.00

\$6,295.00

[Sorted by: Line]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, DAN NIKERGA
do hereby request station time concerning the following issue:

DSCC-IE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS		ORDERED		

Total Charges:

This broadcast time will be used by: DSCC-IE

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
---	---	-----------------------------

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

OSCC-16

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

MARSHA MCKENNA, Director
430 S. CAPITOL ST SE
WASHINGTON DC 20003

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date: 4/22/12
Signature: [Signature]
Contact Phone Number: 202-338-8700

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature _____ Printed Name _____ Title _____

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS			ORDERED	
Total Charges:					

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

(1) actual air time and charges for each spot;

(2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and

(3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

DSCC Cuts for Tax

Krqe Ace #6837356

Original Order Gross \$21,975 Net Check Amount \$18,678.75

Line	Time	Program	Date	Spots	Cost	Total
5	430-5p	Krqe 430pm News	8/2-8/6	1	550	\$550
10	10-1035p	Krqe 10pm News	8/2-8/6	1	700	\$700
8	1035-1135p	Letterman	8/2-8/6	1	175	\$175
9	1135p-1235a	Late, Late Show	8/2-8/6	1	75	\$75
				4		\$1,500

Revised Order Gross \$20,475 Net \$17,403.75 Tot w/ Tax \$18,622.01

Kasa Ace #6837358

Original Order Gross \$6,745 Net Check Amount \$5,733.25

Line	Time	Program	Date	Spots	Cost	Total
7	5-8p	MLB	4-Aug	2	200	\$400
	7-8a	Wendy Williams	6-Aug	2	25	\$50
				4		\$450

Revised Order Gross \$6,295 Net \$5,350.75 Tot w/ Tax \$5,725.30

Joan Ledbetter

From: shari.busse@kasa.com
Sent: Wednesday, August 01, 2012 3:14 PM
To: Joan Ledbetter
Subject: Spot - Preempt: POL/DSCC IE - 194874

Station: KASA

Order Information:
Order #: 194874
Order Total: \$6,345.00
Agency: Great American Media
Advertiser: POL/DSCC IE
Product: DSCC IE
Alternate Order #: 06837358
Estimate #: 1530
Flight Dates: 07/31/12 - 08/06/12
Demo: Adults 35+

Sales Information: Petry/Philadelphia, Petry/Philadelphia, National

The following spot(s) have been preempted:

Preempted Spot Information (194874-5-1):
Rate: \$400.00
Air Date: Sat 08/04/12
Eligible Days: -----Sa--
Inventory Code: Sat Hour 1
Inventory Description: Sat 7-8p
Inventory Code Time: 7p-8p
Spot Type: NM
Length: :30
Channel(s): [1] KASA
Priority: Section 4
Preempt Reason: Program Change

Booked in OFC

6345

Net = 5393.25
+ x
377.53

5770.78

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	
Date:	

I, DAN NIKBERG
do hereby request station time concerning the following issue:

DSCC-IE	
---------	--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS		ORRORROR		

Total Charges:

This broadcast time will be used by: DSCC-IE

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p>

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OSCC-16

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

MARTHA MCKENNA, Director, is
450 S. CARROLL ST SE
WASHINGTON DC 20003

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date 4/22/12

Signature

Contact Phone Number

202-338-8765

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS			ORDERED	
Total Charges:					

AFTER AIRING OF BROADCASTS:

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(1) actual air time and charges for each spot;

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(3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

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